Proximus SA of public law

Privacy Policy

**#Interact**

Contents

[About #Interact 2](#_Toc115785917)

[1. Privacy Policy #Interact 2](#_Toc115785918)

# About #Interact

#Interact is a **platform that centralizes the messages and comments** that your company receives through different communication channels such as Facebook, Facebook Messenger, etc. This solution allows you to reply to these messages and comments from the platform without logging in to each communication channel separately.

Note that it is not as such a legal obligation for Proximus to have a privacy policy on its #Interact platform because Proximus is only acting as a data processor on behalf of its Enterprise customers. The obligation to inform the data subjects by means of a privacy policy lies on the data controller (in current use case, the data controller is the Enterprise customer who makes use of the #Interact platform).

But, as on the #Interact platform data retrieved from Meta are being processed (such as personal data related to the stakeholders who are contacting the Enterprise customer by means of Whatsapp and Messenger), the Meta platform terms apply and these impose a contractual obligation on Proximus to provide for a privacy policy

# Privacy Policy #Interact

On the #Interact platform, Proximus is processing personal data on behalf of other companies (Proximus’ corporate customers).

The personal data processed on the #Interact platform can relate to the “visitors” (customers, prospects, or other stakeholders of the company) who are contacting it by social media or via the chatbot on its website. It is the company who decides what data will be processed. Typical data categories to be processed are identification and contact data, including data provided by the social media channels, social media or chat bot conversations, any other information as decided upon by the company.

Personal data being processed on the platform can also relate to the end-users of the company (employees or other persons working for the company) who are interacting with the “visitors” by means of the social media and chat channel via the #Interact platform. These data include identification data, email addresses, password, language spoken and other skills, role on the platform, content of conversations.

The platform provides for the possibility to generate statistics, analytics and reports per end-user or aggregated on request of the company. Data subject requests, such as requests to access, correct or delete personal data, must be addressed to the company itself.

The finalities for which the personal are being processed are defined by the company who is acting as the data controller, while Proximus is acting as the data processor. The company has the possibility to publish its own privacy policy on the #Interact platform.